

FIG. 1

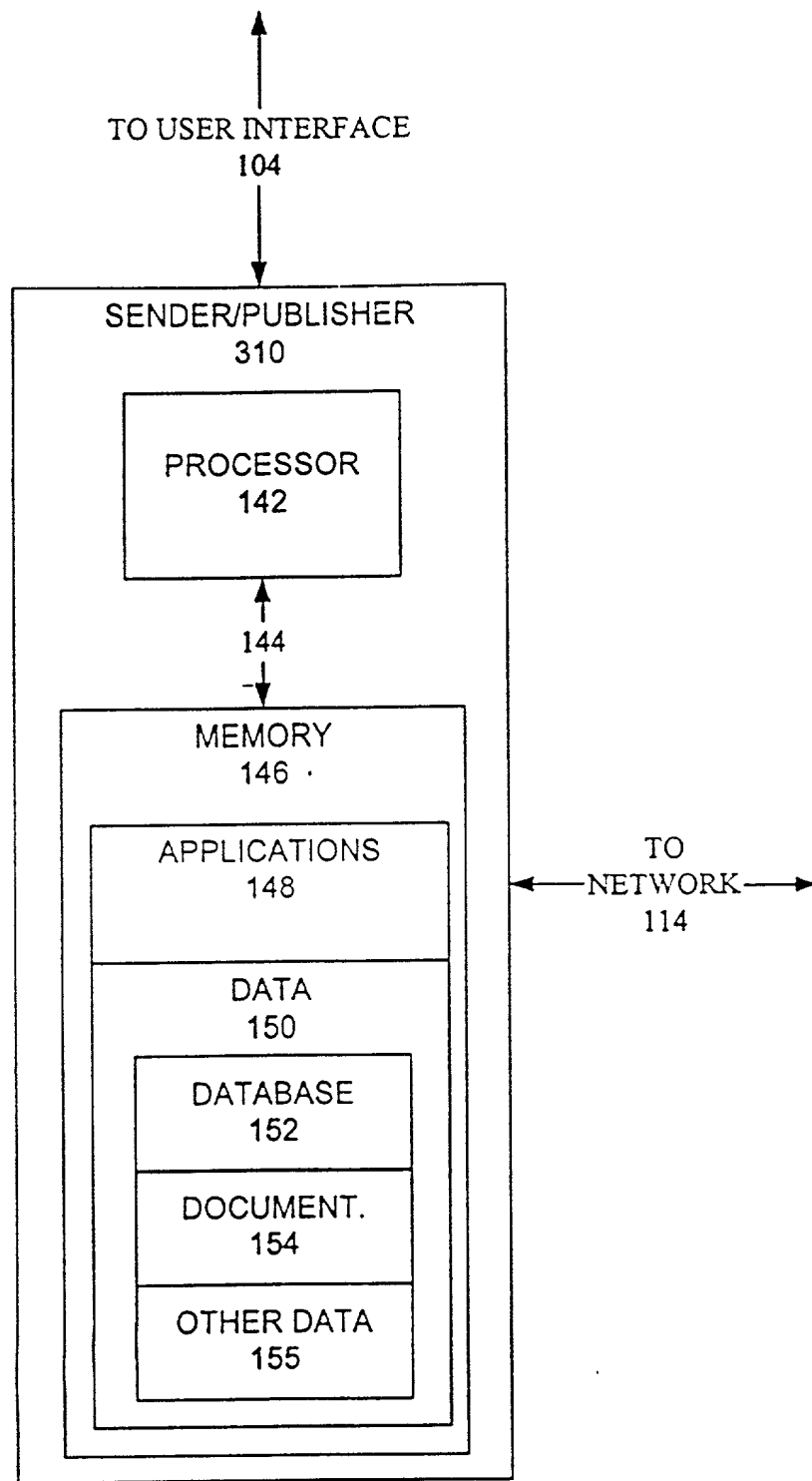


FIG. 2

400 → STORYTELLER ID = ECOUPON5

402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG

404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG

406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG

408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV

412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI

416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT

418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

420 → PRODUCT SKU = 98374822

422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

424 → FIRSTNAME = DAVE

426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM

428 → CUSTOMER ID = 29604830

430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

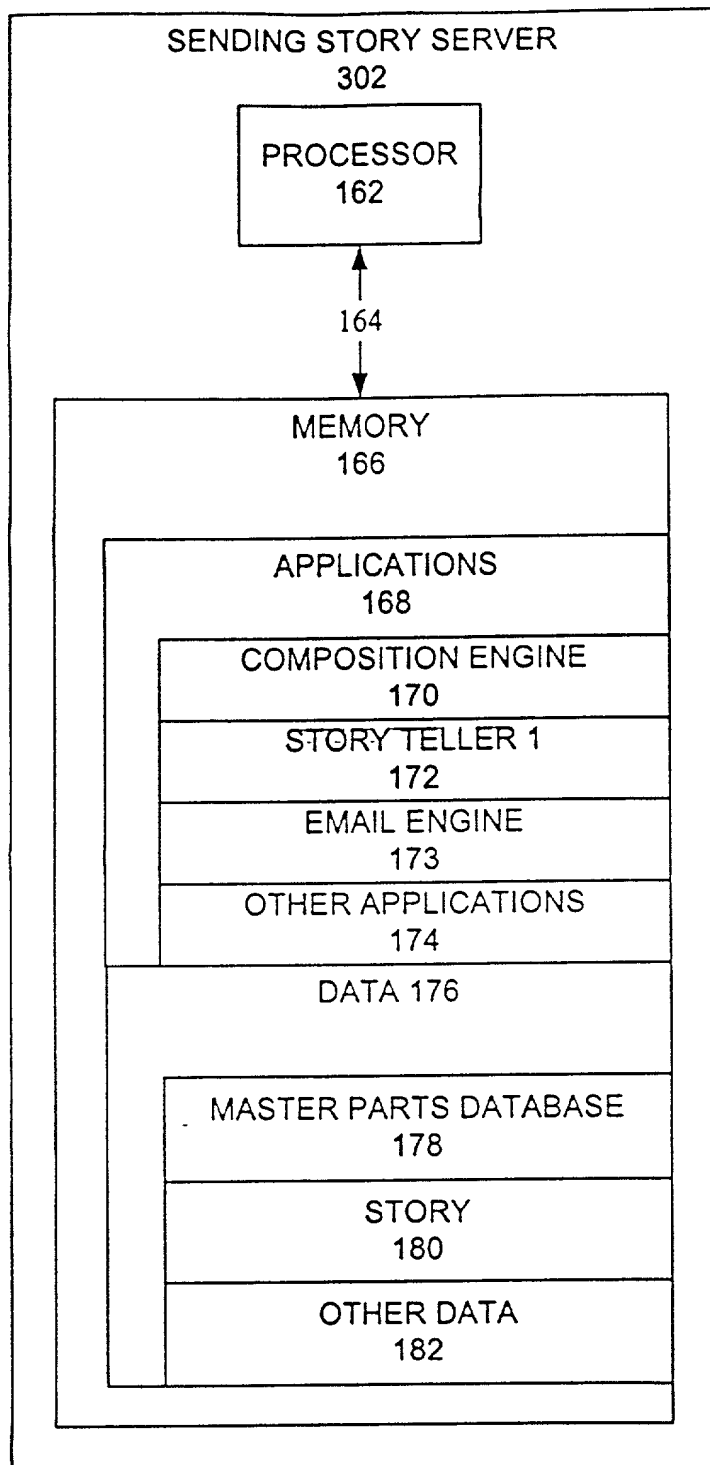
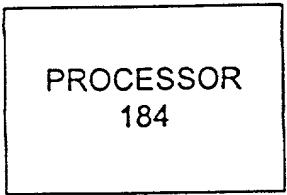


FIG. 4

STORY ENABLED CLIENT
336



186

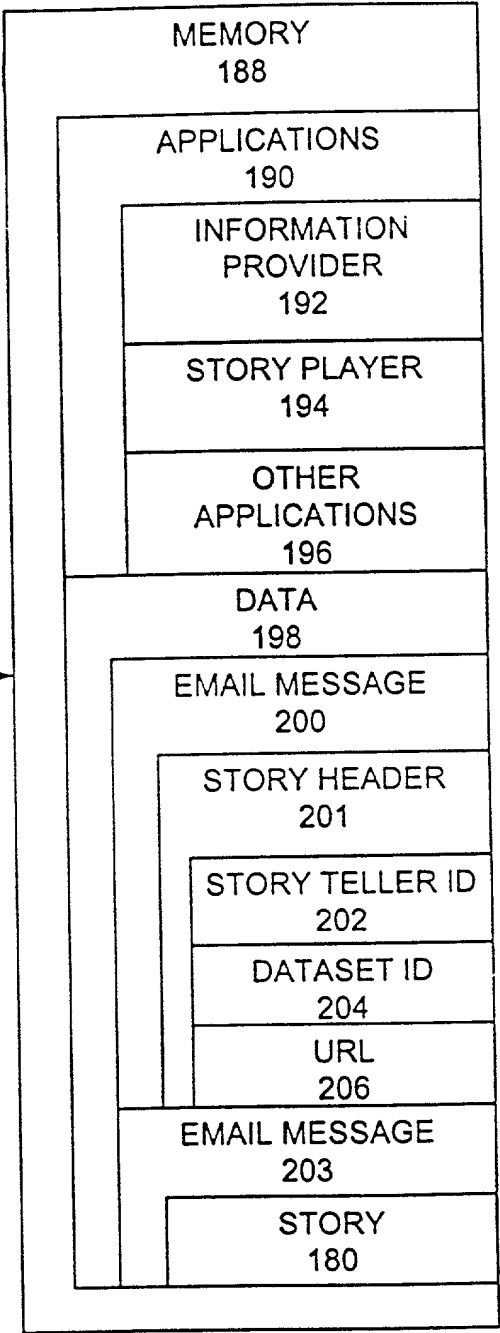


FIG. 5

PROCEDURE
210

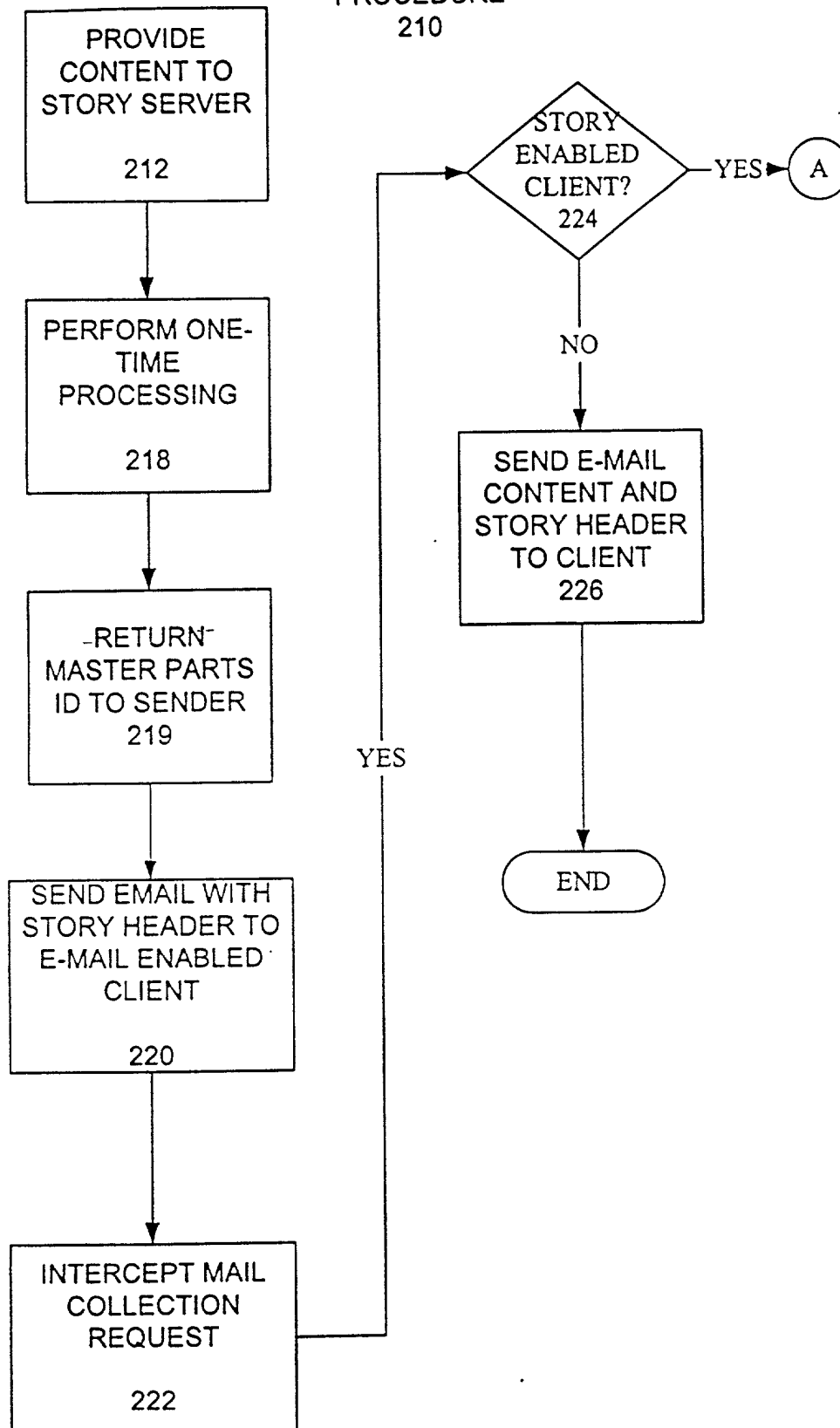


FIG. 6

PROCEDURE
210

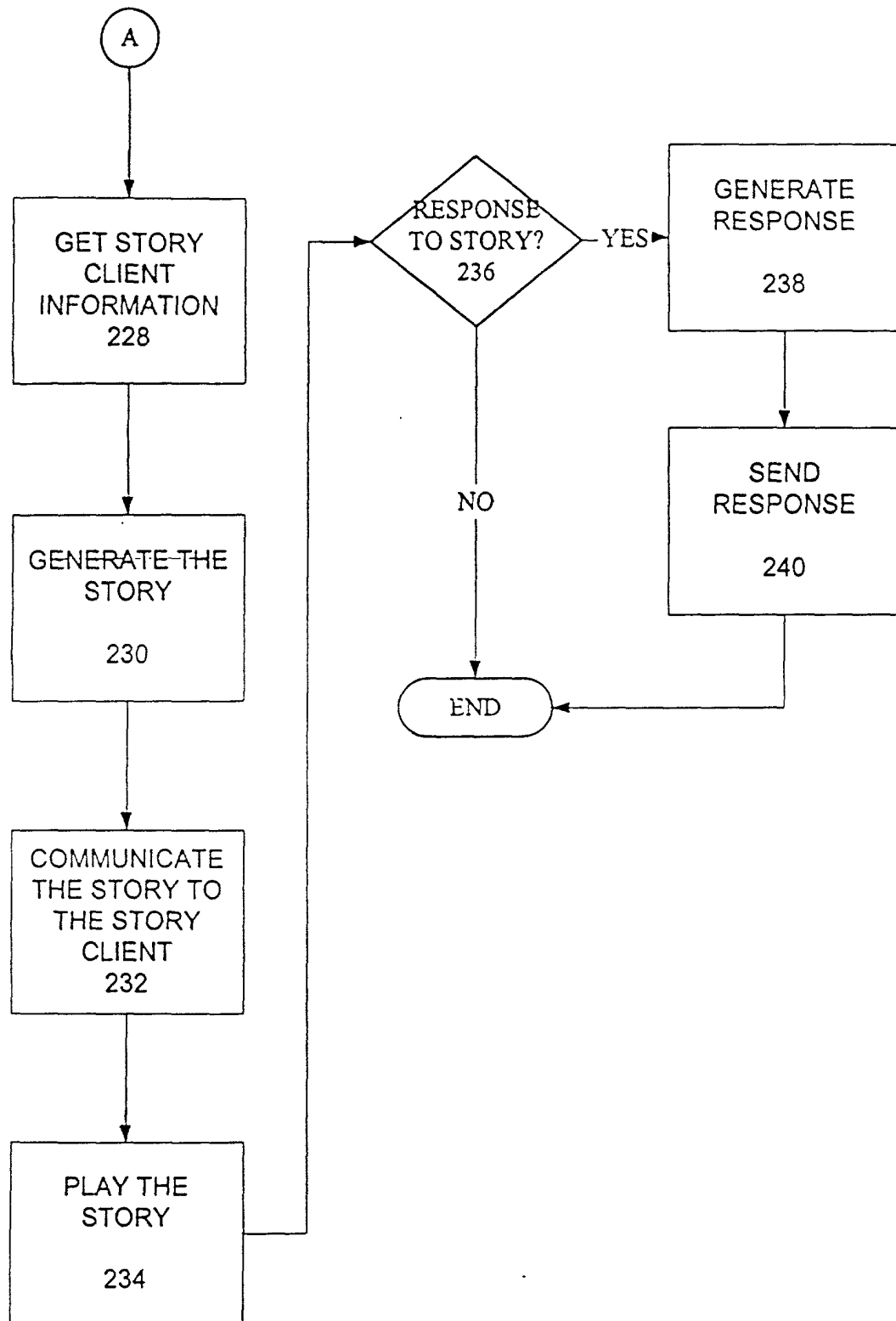


FIG. 7

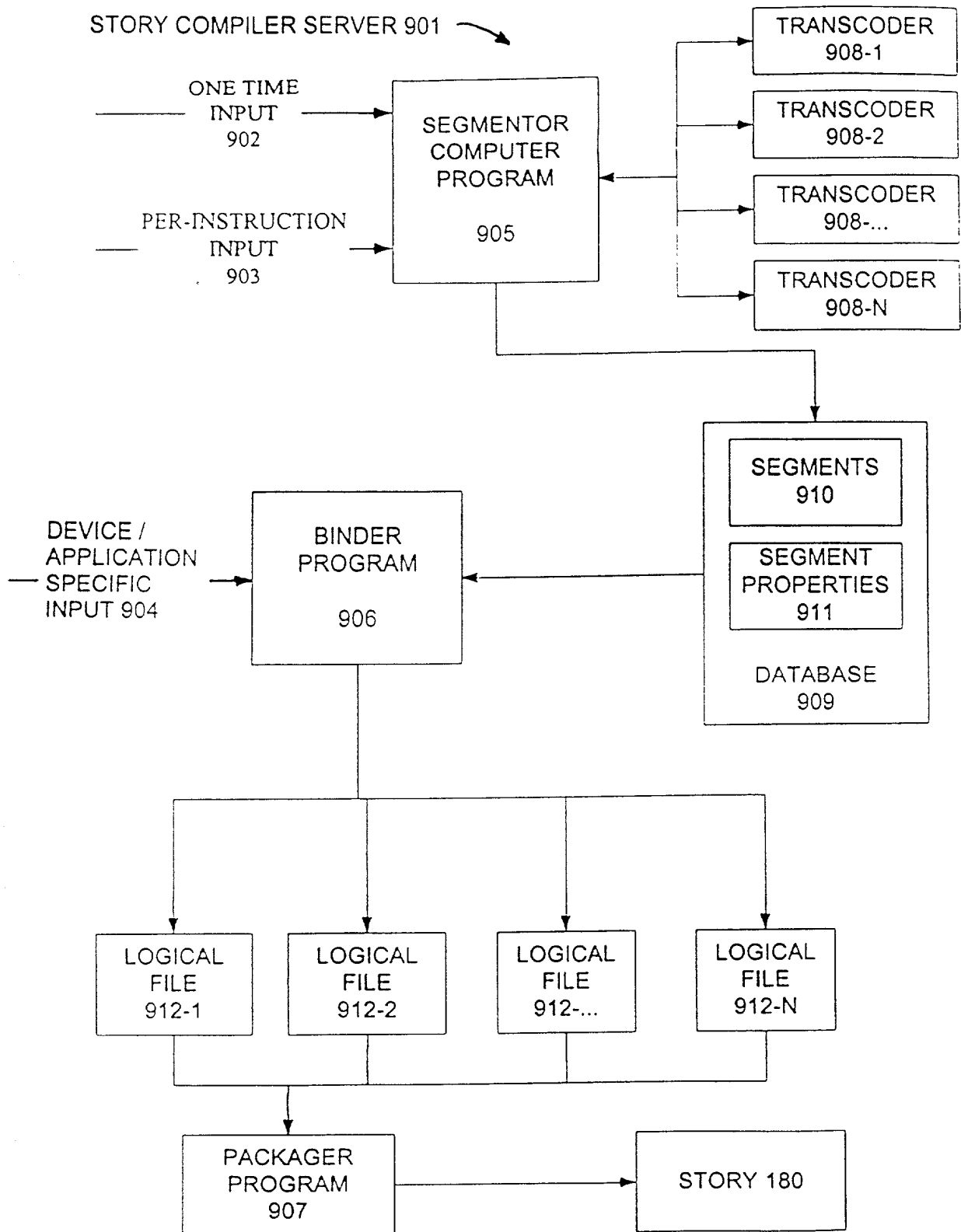


FIG. 8

FIG. 9

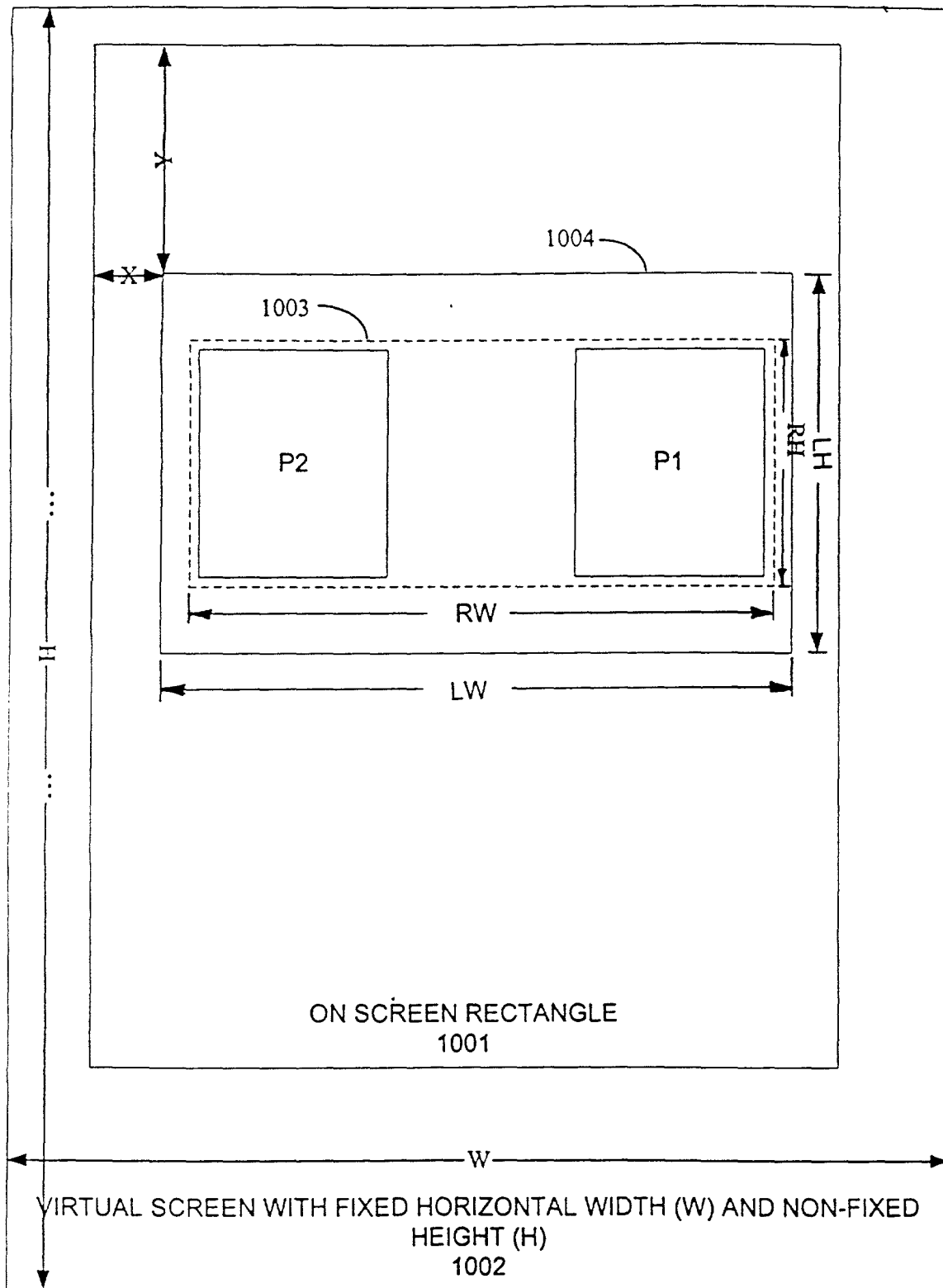


FIG. 9



FIG. 10

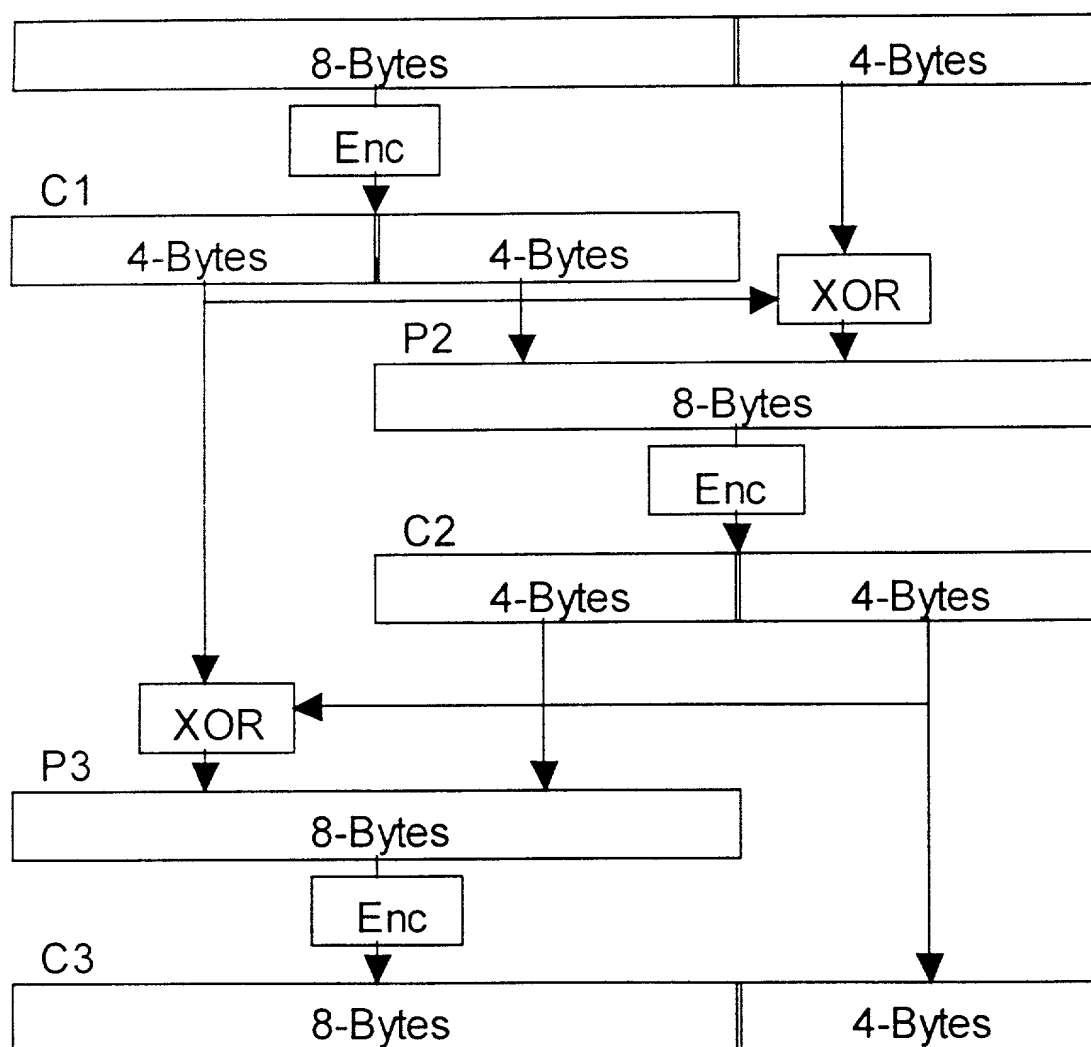


FIG. 11